

THE TOURING PROGRAM TYPOLOGY IN THE COUNTY OF GALATI

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During the last years, the tourism sector noted a continuous increase of consume of touristy products. The area of reference for this article is Galați county, that might not have, at first sight, touristy potential, mainly because of the lack of spectacular relief, but this article is trying to prove that the traveling agencies could realize thematic touristy programs based on the numerous cultural and natural local values. Promoting this kind of touring programs might lead to the development of this sector in Galați county that could be a viable alternative for the local human communities that can benefit from the incomes resulted from tourism activities.

Keywords: touring program, tourism development, touristy objective, promotion

1. Introduction - theoretical consideration

The touring program is defined as "a modality to evaluate the touring potential through actions that involve excursions by different means of transport in the country or abroad, with the purpose of visiting and knowing the touring areas. It is made up of a series of cultural, recreative activities, getting information on the popular traditions and participation to the different events having a touring signification."

The touring program represents a completion of the offers that concern to the touring products, both of them being carried out by the tour-operator agencies. The touring offer is a simplified presentation form of certain touring product, including only a few guiding elements for the potential tourists, that is: the destination, cost, period of time and the basic services included in the price.

Carrying out a touring program signifies a high degree of detailing the development stages of the touring product per days and hours, mentioning the accommodation and public alimentation places, as well as the offered leisure activities. Among the basic characteristics of a touring program, there is the fact that the information provided by this one should be accurate and complete, and their layout should be clear so as not to be interpreted. The setting out of the itinerary is

being made firstly by taking into consideration the tourists segment to which the touring program is addressed, and secondly, the attractiveness, accessibility, as well as the arrangement degree of the touring objectives which are to be achieved. In addition, the carrying out of the program per days and hours has at its basis the estimating calculation of the period of time assigned to each proposed activity during the tour, no matter its nature (visiting an objective, meal time, free time, leisure activities).

It is also recommended that 2-3 important objectives should be achieved during a day, and in case the touring program doesn't have a theme character, there should be avoided the visiting in the same day of more touring objectives of the same category (historical, religious, cultural). Depending on the season, the tour length, the program theme, the destinations variety, the travel should be carried out by a single (car, ship) or mixed (auto-by air) means of transport~ this fact should be mentioned in the program.

The program should also mention the accommodation place/places, by the case, and the public alimentation ones, as well as the leisure activities that the tourists may carry out in the towns where they spend the night or that represent stopovers during their tour.

2. Models of touring programs

The purpose of this sub chapter is that of achieving the passing from theory to practice, trying an application of the theoretical aspects in order to detail two examples of theme touring programs having as a reference space the county of Galati. The space of Galati, even though is remarked as having a relative flat relief, presents a diversity of touring objectives which may be valued by carrying out some touring programs made up in a way that should arise the interest of the potential tourists.

Although, in order to exemplify I have given details only on these two types of touring programs, within the space of Galati there may also be carried out other theme tours, possible to accomplish depending on the tourist segment which is to be won over and to which the offer is addressed. In this way, for the tourists who prefer the excursions within the natural environments, there may be set out an itinerary called "Protected areas in the county of Galati" which includes as attraction points the natural areas under the protection of the law, situated within the borders of the county of Galati, like: Garboavele Wood, Pochina Lake, The Lower Meadow of Prut, Talmasani Wood, The fossil Place of Beresti. The carrying out and the practical achievement of these touring programs may have as a consequence a better knowledge of the county values, being addressed both to the potential tourists of Galati, as well as to those only passing through the county.

2.1 'The historical vestiges and the archeological discovery in the county of Galati'

"The historical vestiges and the archeological discovery in the county of Galati" touring program can be carried out during 2 days, being addressed to all the inhabitants of Galati, but also to the inhabitants of the other counties of the South-East Region who are fond of the history of the county of Galati. During the 2 days of the touring circuit, there are covered about 310 km, the transport being carried out by mini bus. The maximum amount of tourists is of 20; besides the transport, there is also provided an accommodation night in Tecuci, at the Tourist Hotel (2 stars), breakfast and dinner at the hotel restaurant and the tour guide's services.

Day I

The meeting place of the tourists is The Culture House of the Syndicates, where at 9 o'clock starts the travel towards the first objective of the day, that is Barbosi (1 hour) where the ruins of the Roman Camp of Tirighina, built during the reign of Traian the Emperor (IInd century AD), is visited. Among the archeological discoveries from Barbosi there are the monetary treasures of dinars, as well as the bas-reliefs in white marble of the Thracian Knight and the Danube Knights.

Stopover at Follesti (J hour) where were discovered important archeological vestiges part of the Cucuteni and Foltesti cultures (arrows and spears points, friction grinding mills, fireplaces fragments). These discoveries mark the passing from Neolithic to the Bronze Age.

Arrival in Jorasti where is visited the biritual necropolis (IVth - IIIrd centuries BC) where were discovered numerous ceramic products (pottery) manufactured by the autochthonous population. Departure from Jorasti at 13:00 and travel to Beresti where lunch is served at a restaurant in the town. After lunch there are visited the ruins of the Rapa Fagului Dacian settlement. Travel to Tecuci and accommodation at the Tourist Hotel where dinner is also served (20:00 o'clock).

Day II

The second day starts with the breakfast served at the hotel restaurant (9 o'clock), after which is visited the history and archeology section of the Museum of the County of Tecuci (2 hours).

Travel to Brahasesti where are visited the vestiges of a Geta-Dacian fortress (IVth - IIIrd centuries BC) that certify the presence of a sedentary population on the territory of this commune from the Neolithic.

Stopover in Garbovat, a locality rich in archeological discoveries which date from the Bronze Age (stone tools, bone, horn, bronze objects). After visiting the historic area, the lunch is served as a picnic (14:00 o'clock).

Crossing of the county towards Galati city and stopover in Sendreni where are visited the ruins of the ancient cemetery (IIIrd century BC) and the vestiges of a Roman necropolis.

Arrival to Galati in the parking place in front of The Culture House of the Syndicates, around 19:30 o'clock.

Fig. 1. The tour of the program 'The historical vestiges and the archeological discovery in the county of Galati'



2.2. "Cultural buildings from Galati county"

This three days touring program is addressed to all the inhabitants of Galati who wish to know the cultural edifices of the county having real touring valences, but also to the inhabitants of the other counties of the South-East Region. The transport is provided by a 2 stars coach on a distance of almost 310 km, 2 accommodation nights at a 2 stars half board hotel and the tour guide's services. The minimum tourists group is of 15. There are not included the entrance charges at the museums, memorial houses, etc.

Day I

The departure place is represented by the parking place of The Culture House of the Syndicates (9 0 'clock), where the tourists head to the Costache Negri commune where the Memorial House of Costache Negri is visited and the scholar's bust sculptured in stone by Boris Lenovici.

Travel to Targu Bujor where the Monument of the Heroes, built during the years 1921-1922 and the Ethnographic Museum are visited (2 hours). After visiting the touring objectives, lunch is served

Stopover at Roscani and visit at the Monument of Ion Voda the Brave in Roscani Wood (45 minutes).

Arrival to Beresti where the tourists can enjoy watching the Memorial Plaque of Paul-Bujor, founder of "The Sports and Music Society" of Iasi and optional visit to St. Nicholas Church-Museum from Beresti-Meria (3 hours).

Departure to Tecuci; accommodation and dinner at Tourist Hotel.

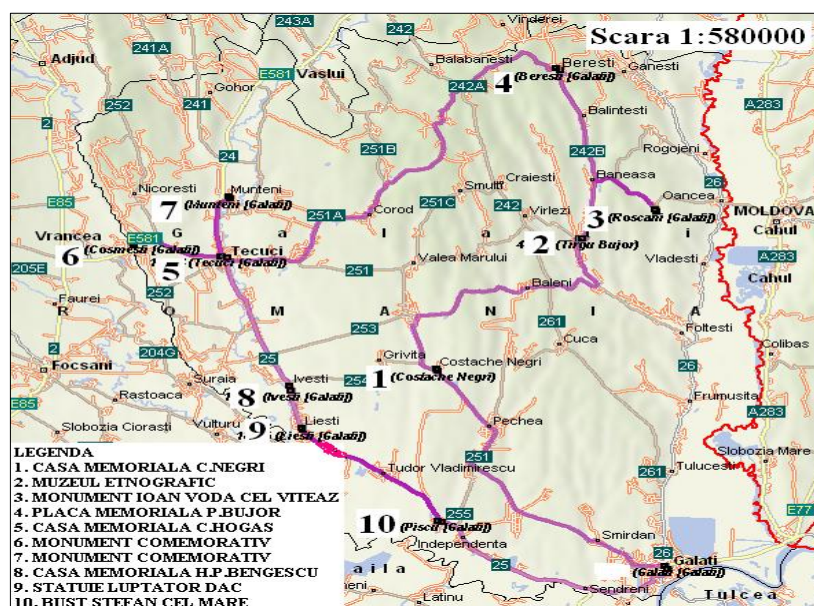
Day II

The day starts by having breakfast at the hotel restaurant (9 0 'clock), after which there is carried out a pedestrian tour of the town and are visited: The Memorial House of Calistrat Hogas, The Municipal Museum, The Town Hall, the Prefecture, the Statue of Alexandru Ioan Cuza (3 hours). After the tour, lunch is served at a restaurant in town.

Travel to Cosmesti and Munteni where are visited the memorial monuments built for the heroes of the wars from 1877 and 1916-1918 (4 hours).

Arrival to the hotel and dinner.

Fig. 2. The tour of the program "Cultural buildings from Galati county"



Day III

Breakfast (9 0 'clock) and travel to Ivesti where the Memorial House of Hortensia Papadat Bengescu and the Memorial Plaque of Stefan Petica are visited (2 hours). Stopover at Liesti and Piscu where the Statue of the Dacian Warrior and the Bust of Stefan the Great are visited (90 minutes). After the visit, lunch is served as a picnic. Travel and arrival to Galati in the parking place in front of The Culture House of the Syndicates, around 19:000 'clock.

3. Conclusions

The touring programs detailed within this paper denote the fact that the area of Galati presents an attractive touring potential that may represent the base for carrying out some activities in the domain. At the moment being, the touring phenomenon has a reduced intensity, a cause of this fact being the reduced arrangement degree of the objectives concerned, as well as the fact that the access infrastructure and the accommodation structures are poorly developed, a fact that does not allow the development of some touring activities within adequate conditions. Another cause for the lack of interest may also be represented by the lack of implication on the part of the touring agencies of Galati in promoting such kind of programs that may lead to a better knowledge of the touring objectives existent on the territory of the county. The conclusion of an investigation carried out by the agencies of Galati was that

such sort of touring programs are conceived only on demand, the main target segments being the children under school age and the students. Thus, having a reduced number, this kind of solicitations is avoided by the specialized institutions. Carrying out some investments in the tourism field by the interested local institutions, the intense promotion of some attractive programs sustained by a well established infrastructure, as well as the diversification of the tourism types that may be carried out on the territory of the county, may lead to the development of this economic sector. The tourism development may have a positive effect especially on the local human communities that may constitute important labor sources or may develop certain specific activities to develop the attractiveness of the area. Still, due to the lack of an efficient management of the touring resources of the area of Galati, this kind of programs remains only at the concept stage.

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